

Superstore- Return Analysis	Total Sales vs Return	Return Rate by Category	Return Rate by Customer	Return Rate by State	Return Rate Overtime	Return Rate by Ship Mode
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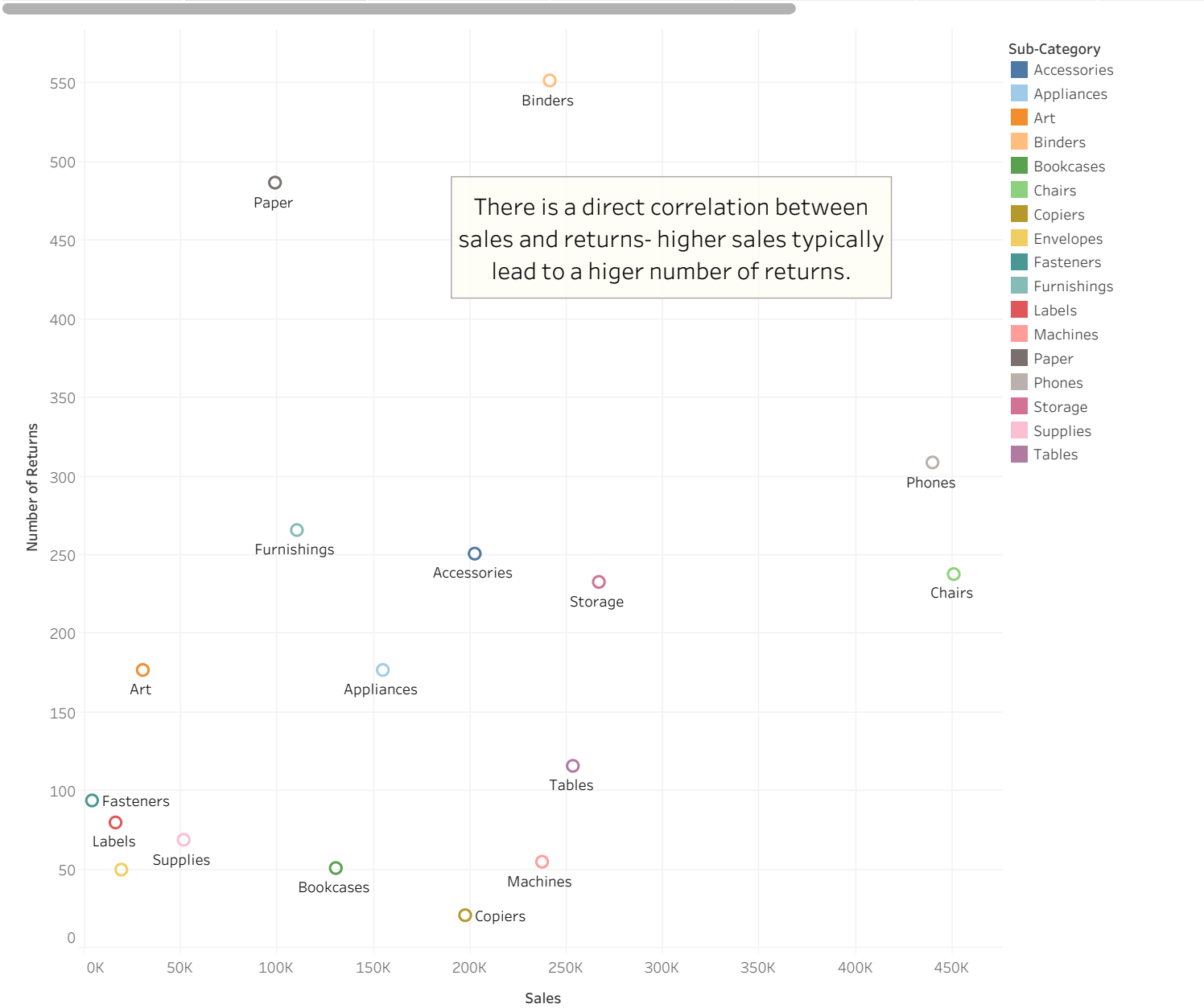
Return Analysis of Superstore

Causes of High Returns

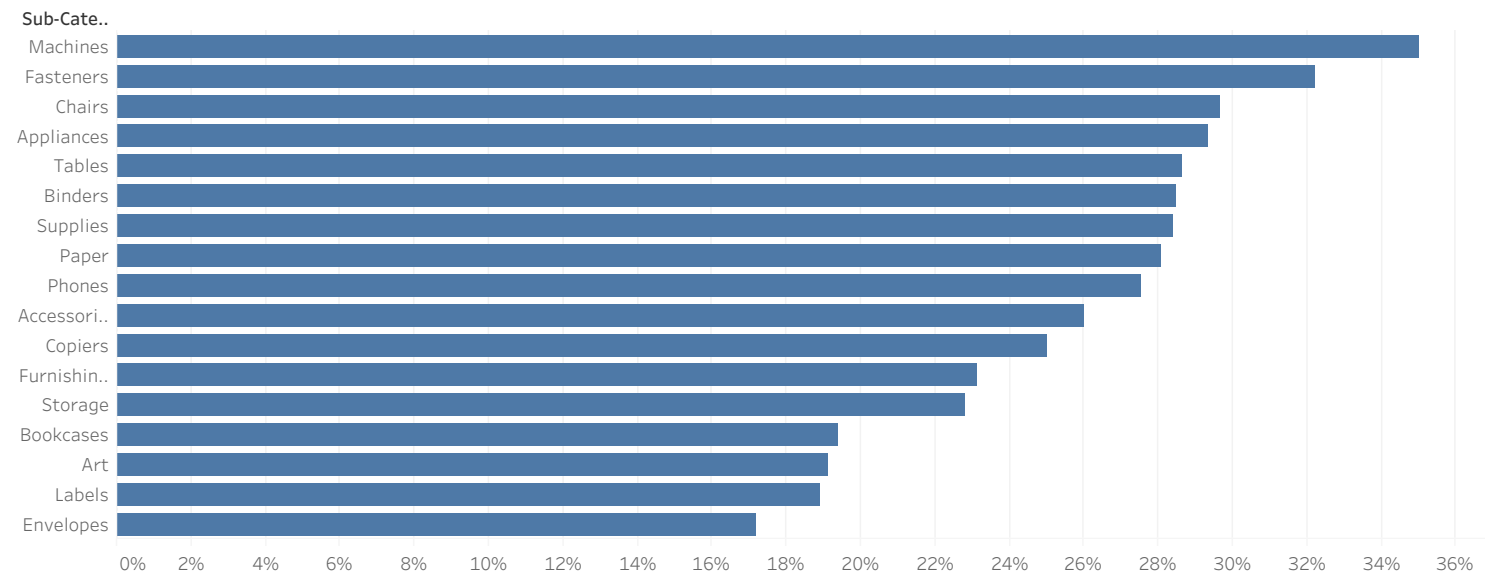
Products- There are eight products with a 100% return rate, indicating a need for reassessment.
Customers- A few customers have a 100% return rate, which is a big red flag for potential fraud or dissatisfaction.
Ship Mode- Same-day delivery has a 68% return rate, and first-class shipping has 48% return rate both significantly above normal.
State/Region- Utah has the highest return rate at 57%, making it a key area of concern.

Strategies to Reduce Returns

Products- Reevaluate and improve the most frequently returned products to address quality and customer concerns.
Customers- Monitor and flag customers with excessive returns to prevent fraud and indentify dissatisfaction trends.
Ship Mode- Reduce returns by improving packaging and selecting more reliable carriers, especially for same-day and first class shipping.
State/Region- Utah, Oregon and California have the highest return rates. Adjusting sales, marketing and inventory strategies in these states can help minimize returns.



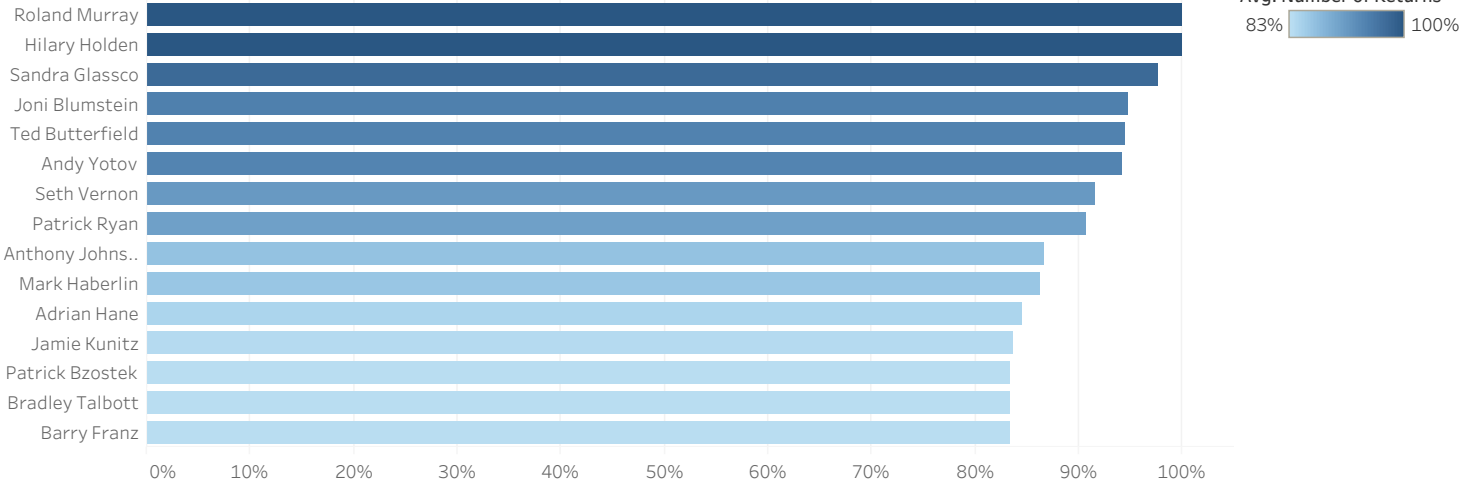
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The "Machines" category has the highest return rate among all the categories.

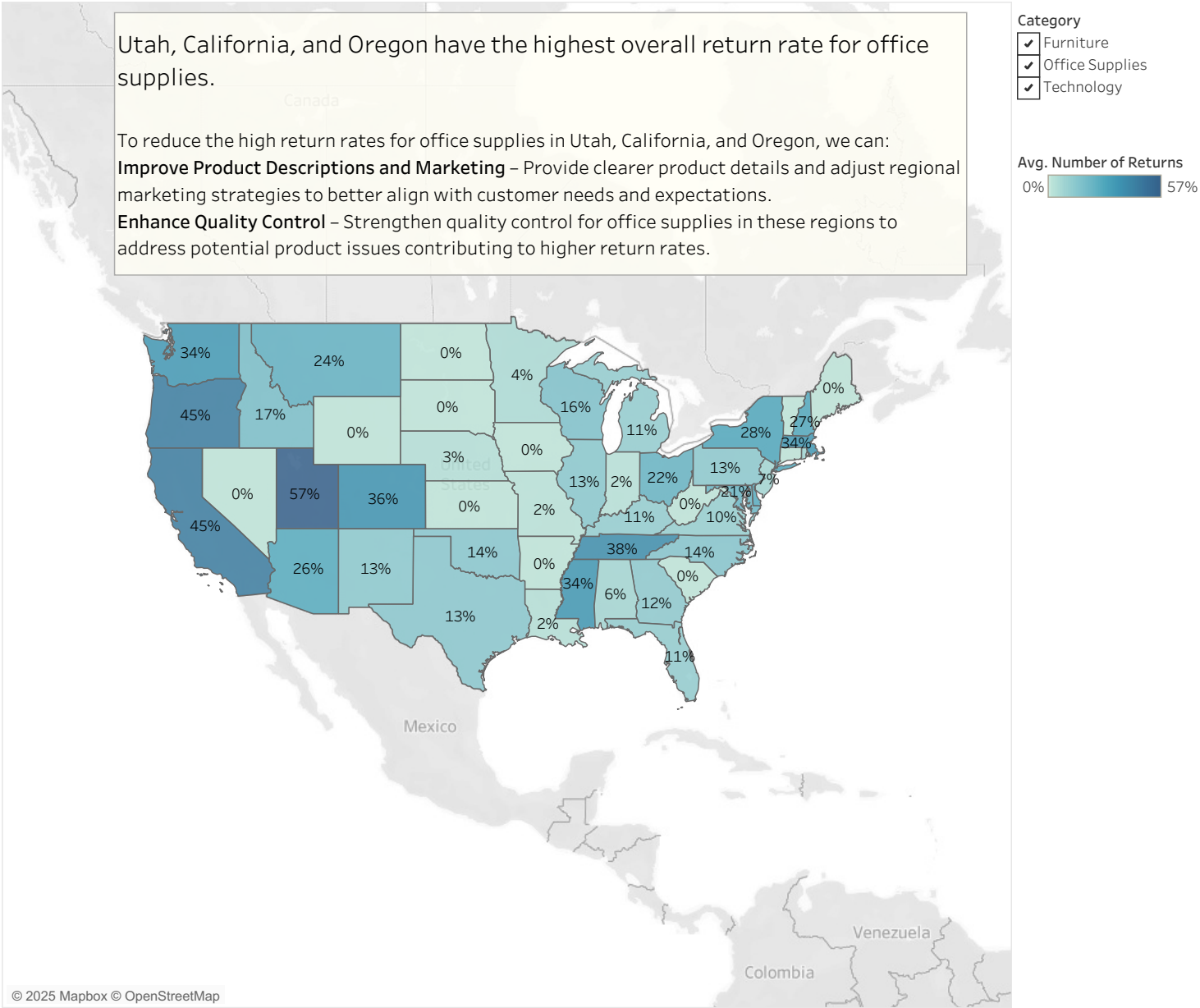
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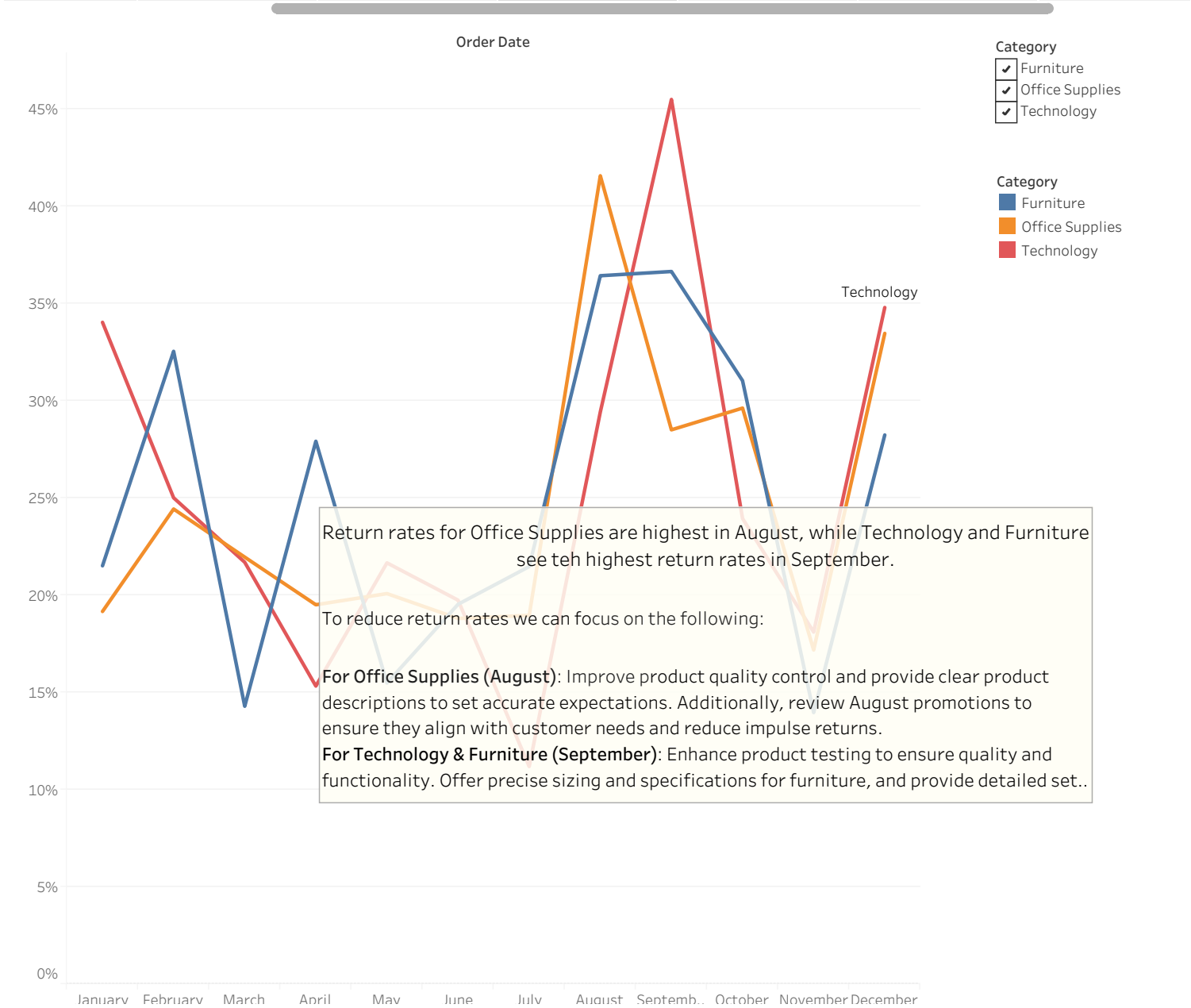
Customer Name



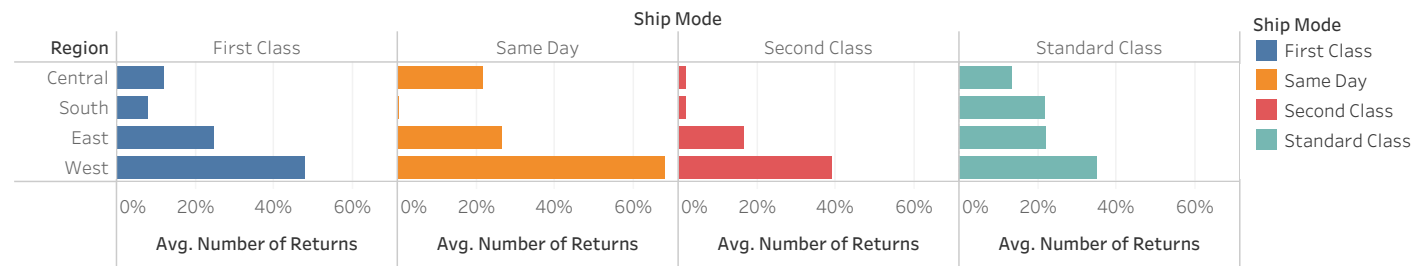
Roland Murray and Hilary Holden have a 100% return rate on all their purchases, while others also have return rates above 60%, which is also concerning.

Total Sales vs Return	Return Rate by Category	Return Rate by Customer	Return Rate by State	Return Rate Overtime	Return Rate by Ship Mode	Highest Product Return
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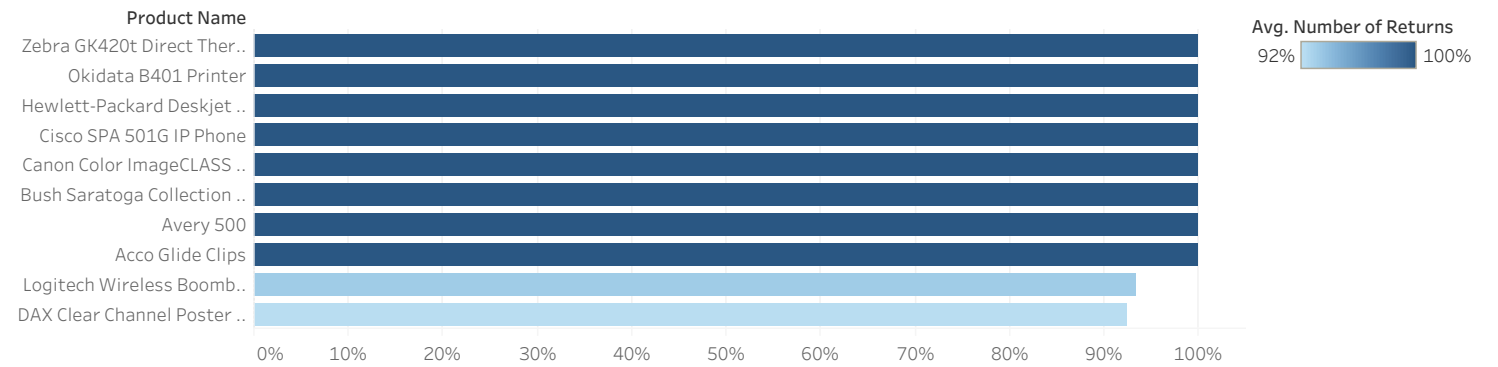
Return Rate by Customer	Return Rate by State	Return Rate Overtime	Return Rate by Ship Mode	Highest Product Return	Return Analysis	Conclusion
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Same-day delivery has a 68% return rate, and first-class shipping has 48% return rate both significantly above normal.

We need to reduce returns by improving packaging and selecting more reliable carriers, especially for same-day and first class shipping.

Return Rate by Customer	Return Rate by State	Return Rate Overtime	Return Rate by Ship Mode	Highest Product Return	Return Analysis	Conclusion
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The top eight products have a 100% return rate, signaling the need for reassessment. We should reevaluate and improve these frequently returned products to address quality issues and customer concerns.

Return Rate by Customer	Return Rate by State	Return Rate Overtime	Return Rate by Ship Mode	Highest Product Return	Return Analysis	Conclusion
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Return Analysis

To support this analysis, the following visualization provide insights:

Top 10 Product Returns- Identifies with high return rate for reassessment.

Return Rate by Category- Helps determine which categories to proritize or reconsider.

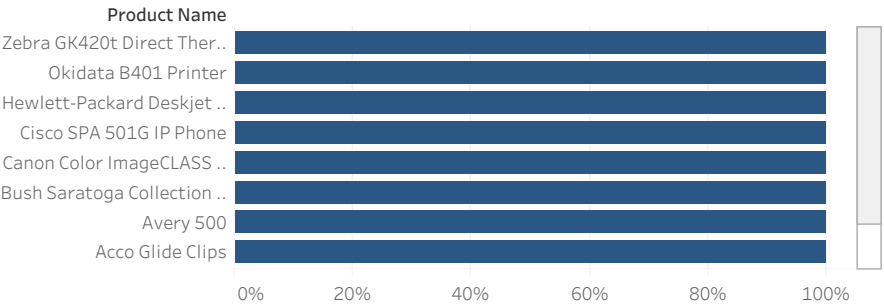
Return Rate by Customer- Flags customers with excessive returns to avoid frauds/risks.

Return Rate by Ship Mode- Identifies which shipping methods have the most returns to improve logistics.

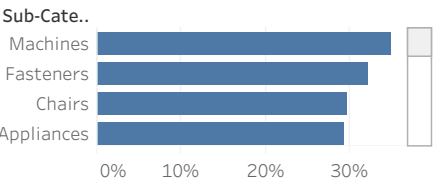
Return Rate by State- Highlights regional trends to adjust sales strategies.



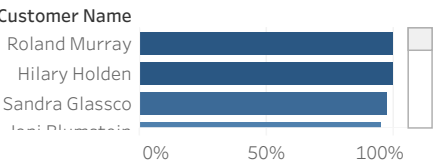
Top 10 Product Return



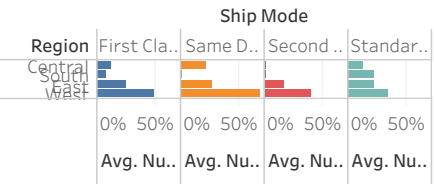
Return Rate by Category



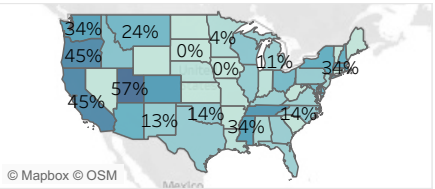
Return Rate by Customer



Return Rate by Ship Mode



Return Rate by State



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Conclusion

The analysis of return trends highlights several key areas that need attention to reduce return rates effectively. The next steps should include:

- Reevaluating High-Return Products** – Reassess the top products with a 100% return rate to identify and address quality issues.
- Enhancing Customer and Product Experience** – Improve product descriptions and sizing information, especially for categories with frequent returns like office supplies, technology, and furniture.
- Optimizing Shipping Methods** – Review the high return rates associated with same-day and first-class delivery and improve packaging and carrier selection.
- Targeting Regional Trends** – Adjust sales, marketing, and inventory strategies in regions like Utah, California, and Oregon, where return rates are highest.

By implementing these actions, we can reduce return rates, enhance customer satisfaction, and ultimately improve the profitability and efficiency of the business.